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P2, Bill 24

The Honorable Ernest Martin, Chair  
Honolulu City Council  
City and County of Honolulu  
Honolulu, Hawaii 96813



Wednesday, April 1, 2015; 2:00 PM  
Honolulu Hale, Committee Meeting Room

**RE: Bill 24 - Relating to Car Sharing – In support**

Aloha Chair Martin and Councilmembers:

Zipcar is in support of Bill 24 which establishes a program in connection with the public transit system to improve the mobility of Honolulu residents by providing support and regulation to car-sharing organizations.

Car-sharing organizations have two different business models – 1) floating and 2) reserved, each with their own unique service, utilization and cost structure. The two models operate together in select markets; however the pricing for parking is different. The floating model has much lower usage than the reserved model and must true-up actual time in metered locations annually to ensure cities are compensated fairly.

Founded in 2000, Zipcar operates the world's leading car sharing network. Zipcar has more than 900,000 members- all of which can utilize every car in any city we operate, including Honolulu. Members can reserve cars by the hour or by the day at rates which include gas and insurance. The company operates a fleet of over 10,000 vehicles in 30 major metropolitan areas in the United States, Canada, the United Kingdom, Vienna, and Spain, and on more than 400 university and college campuses.

We welcome the opportunity to work with the Council and stakeholders on a program that supports innovation in transportation and provides clear guidelines for car-sharing organizations.

Sincerely,

Dan Grossman

191 2nd Street, San Francisco, CA 94105  
t 415.495.7478 zipcar.com wheels when you want them

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